

Message Text

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E.O. 11652 N/A
TAGS: BEXP, UR
SUBJECT: RETAIL TRADE EXHIBITION/SEMINAR

USDOC FOR BEWT/TPD THOMPSON

REF: USDOC 1517

1. COMMERCIAL OFFICE DISCUSSED WITH LOCAL IBM REPRESENTATIVE
'W. BREWSTER MERRILL) POSSIBLE PARTICIPATION OF IBM IN SUBJECT
EXHIBITION/SEMINAR. ACCORDING TO MERRILL, IBM HAS SEVERLA AREAS
OF EXPERTISE WHICH FIT WELL INTO THEME AND WHICH ARE OF CONSID-
ERABLE INTEREST TO SOVIETS.

2. MERRILL LISTED FOLLOWING FOUR AREAS FOR IBM PRESENTATION:

A) RETAIL STORE SYSTEMS. HARDWARE AND SOFTWARE FOR ACCOUNTING
AND BILLING AND INVENTORYING; THIS WOULD PICK UP FROM SEARS
PRESENTATION OF POS AND DEAL WITH HOW THIS INFORMATION IS USED
"IN THE BACKROOMS."

B) GROCERY STORE SYSTEMS. HARDWARE AND SOFTWARE FROM THE
ACCOUNTING POINT OF VIEW OF GROCERY STORES.

C) CHAIN AND WHOLESALE OPERATIONS. THIS WOULD INCLUDE ORDER
ENTRY, IVENTORY CONTROL, WAREHOUSE CONTROL, BILLING AND ACCOUNTS
RECEIVABLE, AND DISTRIBUTION(ROUTING AND SCHEDULING OF TRUCKS).

D) INVENTORY MANAGEMENT. TWO SEPARATE SOFTWARE PACKAGES FOR
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OPTIMIZATION OF INVENTORY LEVELS--"WHOLESALE IMPACT" AND"RETAIL

IMPACT."

3. MERRILL HAS HAD RECENT DISCUSSIONS WITH SOVIET MINISTRY OF TRADE AND WITH DEPUTY MINISTER FESENKO AND REPORTS THAT THESE THEMES ARE OF CONSIDERABLE INTEREST TO SOVIETS. MERRILL ALSO FEELS THAT ABOVE THEMES WILL COMPLEMENT RATHER THAN OVERLAP WITH PRESENTATIONS BY SEARS. (SEARS IS ONE OF IBM'S MAJOR CUSTOMERS.)

4. MERRILL IS TELEXING IBM DISTRIBUTION INDUSTRIES DIVISION IN ARLINGTON, VIRGINIA (MANAGER G.P. HELMENDACH, TELEPHONE 703-524-8900) TO ALERT THEM TO CALL FROM BEWT/TPD TO SET UP MEETING TO DISCUSS HOW IBM CAN PARTICIPATE EFFECTIVELY IN RETAIL TRADE MODERNIZATION EXHIBIT. IN VIEW OF VERY LATE DATE AND NEED TO PRESENT FIRM LIST OF COMPANIES TO MINISTRY OF TRADE BY NEXT WEEK, WE HOPE THAT TPD -- DESPITE BURDEN OF SHORT STAFF AND MANY RECRUITMENT ASSIGNMENTS -- CAN GET TOGETHER WITH IBM IMMEDIATELY.

5. APPRECIATE TPD EFFORTS. PLEASE KEEP US UP TO DATE ON RECRUITMENT.
STOESSEL

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